



Healthcare Marketing Quick Guide for Private Practices

This is an extra resource to go along with the original article:
[How to grow your healthcare practice in 2024](#)

Here are a few tips for marketing your private practice that will help you grow through the current year as well as years to come.

1. Make sure your website is mobile-friendly

Not only do you need to have a website, you also need to make sure it's mobile-friendly. Is it easy to navigate your site on a smartphone or tablet? If not, it's time to consider getting a responsive, mobile-friendly site.

Google has recently begun issuing warnings to sites that aren't mobile-friendly, saying that these sites may not rank well in search results.

2. Create custom content for your website

Custom content is a great way to not only inform patients about your practice, qualifications, procedures, and services, but also to provide that "something extra" to the patient experience. Content can come in a variety of forms, like blog posts, ebooks, guides, worksheets, or even social media posts. The type is less important than the quality of the information being presented and its usefulness to the patients.

Custom content can also improve your SEO, which adds to the chance of your practice's site turning up in search results.

3. Get on social media

Take your content a step further by engaging with patients on social media. Social media can be a great way to connect with potential patients, current patients, and influencers in your field. Facebook and Twitter are great for posting health tips, sharing blog articles or posting announcements about your practice, while LinkedIn is useful for connecting with others in your field.

You don't have to be on every platform available; just make sure that you are able to keep up and post regularly to the networks you do decide to join.

4. Claim your local listings

If you claim and verify your local listings in search engines like Google, Bing, and Yahoo, these search engines will display that information when patients in your area search for you.

If your listing doesn't show up, or your listing information is incorrect, your new patients may have a hard time finding you and get frustrated.

IntakeQ

Once your listing is claimed and verified, be sure to put as much information as possible to make your listing stand out. Add photos of your practice, fill out hours and specialties, and add a short description about your practice. The more information you can give, the better your search results will be.

5. Try out email and direct marketing

Email marketing is another great way to communicate with your patients. You can use email to send out routine information like appointment reminders, but you can also use it to send out marketing materials like newsletters, upcoming events, or health tips.

Email allows you to expand your reach beyond your local pool. This can be helpful for practices that want to add telemedicine (remote patient consultations, for example) or grow their influence nationally.

If you want to keep things local, on the other hand, consider using direct mail for day-to-day communication with patients in your area. Direct mail can still have a significant impact, as long as it's useful.

6. Offer free screenings (or other freebies)

Free screenings can be a great way to get new patients. After all, everyone loves something that's free. Consider volunteering to give free exams at a local event, or offer a free checkup for walk-ins (if possible).

You can also offer other freebies or discounts to patients online. If you partner with another practice, consider offering a discount for a referral, or some other free token of appreciation when patients come to your practice.

7. Continue asking patients for referrals

Referrals are an excellent way to get the word out about your practice. Connect with colleagues in different specialties to learn more about what they do and how you might be able to refer patients to one another.

Happy patients are also good referral sources. If a patient is very pleased with the care you provide, he or she will most likely tell friends and family about your practice.

Ask happy patients to post an online review, and then share those reviews on your website for other prospective patients to see.